



Traditional Toys and Games in Hong Kong, China

May 2024

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Traditional Toys and Games in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Science/educational continues to gain popularity with local consumers
Digitalisation of play increasingly important in all traditional toys and games
Blind collectables continue to draw in new audiences

PROSPECTS AND OPPORTUNITIES

Positive outlook for traditional toys and games due to border reopening
"Kidult" demand will lead to increase in crossover events between toys and mainstream retail
Physical stores more important as interactive and unique experiences attract customers

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